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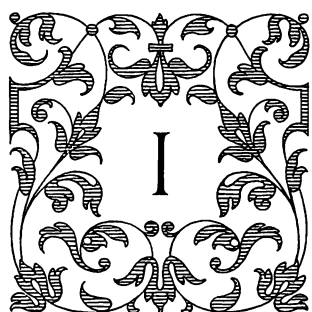
THE LOTUS MAGAZINE

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REGARDING THE LOTUS



IN reply to inquiries received regarding the scope and character of THE LOTUS, it may be well to point out that the magazine is the exclusive publication of the aristocracy of America. It is nowhere for sale, nor can it be subscribed for within the ordinary meaning of that term. Privately printed, it is issued only to its Patrons and their families, and to such of their exclusive clubs, societies and friends as have been designated by them to receive the magazine under the privileges which they enjoy as Patrons of THE LOTUS and which will be found set forth on one of the preceding pages. The mutual regard and close affiliation that have thus been established between the magazine and all who receive it, give it a following that is unique in the history of periodical literature.

THE LOTUS also is unique in its treatment of subjects. It does not reproduce photographs of its Patrons or their Estates, as the Patrons of THE LOTUS

would consider this in extremely bad taste. It does not print the fashion pictures, as its women Patrons set the fashion, therefore are not interested beyond placing their large orders with important and reliable establishments. It does not give a list of sporting fixtures, as the really important sporting events are established by its Patrons, and for this reason well known to them. In short THE LOTUS differs wholly from other publications which, while striving by their features and illustrations to indicate high-grade circulation, really appeal only to those who have not yet "arrived" socially and are therefore interested in seeing portraits of the rich and representations of their homes and pastimes—whereas LOTUS Patrons take such things as matters of course.

Briefly then, THE LOTUS is the treasured magazine of the wealthy, refined and cultured families of the United States; and for it to be seen in the library of the man, or on the boudoir table of the woman, is an evidence of the wealth, position and importance of the family.